AADAC

Developments

VOLUME 24 | ISSUE 1 FEBRUARY | MARCH 2004

THE TOBACCO ACT

The end of marketing to youth?

TOBACCO COMPANIES have a powerful incentive to market to youth. They know the research: people who start smoking younger are more likely to develop a strong dependency on nicotine. Health Canada says that 85% of adult smokers had their first cigarette before they were 19 years old. And a recent Statistics Canada survey found that 38% of current and former smokers aged 12 and over began smoking before their 15th birthday. Tobacco company documents revealed in lawsuits have shown that the industry has long noted the importance of the youth market (age 14 to 24) to their profits, present and future.

In the past, tobacco use has been promoted very effectively to youth, often by portraying smoking as an attractive and glamourous pastime, not the filthy and deadly habit described by anti-smoking activists, health professionals, and victims of smoking-related diseases. In response, one of the explicit aims of the Tobacco Act, passed by the Canadian Parliament in 1997, was to protect youth from "inducements to use tobacco products." The Act allowed for a five-year period during which tobacco companies could continue to associate their product with "glamour, recreation, excitement, vitality, risk, or daring" by sponsoring events associated with those qualities (such as sports or arts events), or by having their names displayed on sports or cultural facilities. In October 2003, that transitional period ended and the Tobacco Act came into full effect.

This issue of *Developments* highlights two ways, both legal, in which "glamour, recreation, excitement, vitality, risk, or daring" are still being associated with tobacco products in spite of the efforts of legislators. I speak with a professor of marketing about the effects of marketing to young adults. Roy Thorpe writes of smoking and the movies. And Becky Freeman gives us an update on AADAC's tobacco reduction efforts targeted to young adults.

Deirdre Ah Shene, Editor

Tobacco marketing: For adults only?

Deirdre Ah Shene, AADAC Writer Editor

JOE CAMEL, once so familiar that one-third of three-year-olds could associate him with cigarettes,[1] hasn't been seen in public for years. No damning memos and reports exposing the tobacco industry's focus on youth have surfaced recently. The Tobacco Act is finally in full force. Canadians may be forgiven for thinking that tobacco is no longer marketed to youth.

But Dr. Anne Lavack, professor of marketing and advertising at the University of Regina, says tobacco marketers see each change in legislation as a chance to edge out competitors: "The company that can figure out a way to work within the regulations can get ahead of the other companies in terms of market share."

The Tobacco Act allows tobacco companies to advertise in publications that have an 85% adult readership. That constitutes most newspapers and magazines in Canada, but tobacco advertising has not been seen in Canadian publications since 1997. Lavack says this is because the tobacco companies are not sure what is allowed. Even in adult publications and locations, the Tobacco Act bans "lifestyle advertising or advertising that could be construed" to appeal to youth. "Lifestyle" advertising is defined as any that "associates a product with, or evokes a positive or negative emotion about or image of, a way of life such as one that includes glamour, recreation, excitement, vitality, risk or daring."

"It's clear to everyone," says Lavack, "that if you show someone in a penthouse suite looking out over a cityscape, it's lifestyle advertising. But if you show just a penthouse, is that OK? If you show two people climbing a mountain, that's clearly lifestyle advertising, but what if you just show the mountain?"

"The penalties for running tobacco ads that flout the law are very severe," she continues. "Tobacco company executives can end up spending time in jail. If you were a tobacco company executive, would you take that risk?"

Lavack also points out that the companies are fighting the Tobacco Act in court. Their position is that the restrictions are too onerous and that the Act contravenes the Canadian Charter of Rights and Freedoms, so they have been loath to undermine this stance by actually advertising within these restrictions.

Marketing to young adults

"Tobacco companies need to promote their products," says Lavack, "so they promote to young adults." In this way, they also influence both the underage group and adults in their thirties. "A great deal of human behaviour is not based on advertising but on what we see other people doing," Lavack explains. "Thirty-somethings and teens who wish they were twenty-something copy the habits of young adults."

To reach the young adult market, tobacco companies are increasingly focusing on adult-only venues. "There are few regulations about how they sell their product in bars," says Anne Lavack.

Up to October of last year, tobacco companies could sponsor a band at a bar, and would share the headline with the band. Although they can no longer sponsor events, companies can have a presence when a given band performs, with the tobacco brand displayed on signs as cigarettes are offered for sale.

With the sponsorship deadline in mind, says Lavack, "tobacco companies opened subsidiaries that will be involved in organizing adult-only events." Imperial Tobacco Canada, for example, in a news release on the eve of the 2003 sponsorship ban, announced two new subsidiary companies: Channel 2 will manage "merchandising activities" at venues attended by adults. Rumbling Walls Events will take the marketing expertise for which tobacco companies are well known and offer it to other companies, creating marketing events, for example, for clothing companies. Channel 2 will promote Imperial Tobacco products at Rumbling Walls events attended by adults only.

Imperial Tobacco Canada is not sponsoring these events, of course. Rumbling Walls is, as one of many companies owned by Imperial Tobacco that are not tobacco companies.

To make the connection even more remote, even Rumbling Walls is not promoted as such. In early October, at a techno music concert sponsored by Imperial's subsidiary, the name featured in "massive" signs and "projected into the night sky" was Definiti. "Under the guise of Definiti," Adria Vasil writes in Toronto's Now Magazine, "du Maurier [an Imperial Tobacco brand] can infiltrate scenes as diverse as the artists it sponsors . . . It just can't tell anyone."[2]

But remember, Imperial Tobacco does not own or fund Definiti. Rumbling Walls does.

Inside the club, du Maurier cigarettes, ashtrays and lighters adorn a display case, and "scantily clad cigarette girls and boys" hold trays laden with packs of du Maurier cigarettes, Vasil reports.

A check of www.definiti.ca reveals flash shots of dancing models in expensive nightclub attire offering tasteful upper chest exposure—women of the envied twenty-something demographic, and briefly, two men of similar age. In the upper left corner is a link to "Club Definiti." When you join this club, you can "select your age group," ranging from "35 plus" down to "under 19." Definiti targets those who seek a trendy image, offering "Radio" (a wide variety of hip music online), "Live Events," and a magazine that reports on fashion, television, music, film, sports, games, celebrity gossip and other diversions.

The company that can figure out a way to work within the regulations can get ahead of the other companies in terms of market share.

Imperial Tobacco can't advertise on just any website. But Definiti can and has, for example, advertised in online magazines,[3] describing itself as having "the hottest arts, music, events—and an infinite supply of excitement." Exactly the image Imperial Tobacco is no longer allowed to associate with its own brands.

But tobacco companies can have *subsidiaries* that appeal to young people. As long as these subsidiaries have a reason for existing that is not directly related to tobacco, they can create clubs for young people to join, sponsor the kinds of events that these young people dream about attending, and hire beautiful young adults to flog cigarettes at these events.

So far, reports on the Internet imply that Definiti events are poorly attended, and perhaps this particular creative venture will die a natural death.[4] However, there remains a huge profit incentive for the tobacco industry to reach the young, and it would be surprising if tobacco companies did not try to cultivate the most fertile field they have for new recruits to tobacco use.

[1] P.M. Fischer, M.P. Schwartz, J.W. Richards, Jr., A.O. Goldstein, & T.H. Rojas. Brand Logo Recognition by Children Aged Three to Six Years. *Journal of the American Medical Association*, 266(22), 3145-3148.

[2] A. Vasil. (October 16, 2003). Smoking Out Big Tobacco: Du Maurier Infiltrates T.O.'s Party Scene With Sneaky New Marketing Scheme. *NOW Magazine Online Edition*, 23(7). Retrieved May 14, 2004 from http://www.nowtoronto.com/issues/2003-10-16/news_feature.php

[3] Definiti. (2003). Can You Handle the Heat? [Advertisement]. *Tribe Magazine*, 105. Retrieved May 14, 2004 from http://www.tribe.ca/gallery/Download_TRIBE_Issues/tribe105.pdf

[4] N. Baker. (2003). Definiti Ly Not a Good Evening. *Filter Tips*, 4. Retrieved May 14, 2004 from http://www.smoke-free.ca/filtertips/04/definiti-vibeevent.htm

DEVELOPMENTS WILL GO ELECTRONIC SOON. WATCH THIS SPACE FOR FURTHER ANNOUNCEMENTS.

Monkey see, monkey do

Roy Thorpe, Project Coordinator, AADAC Resource Development

WHEN IT COMES to smoking in movies and television shows, the old saying, "Monkey see, monkey do," is probably correct. Sounds harsh, but humans are an imitative species. Teens are not exempt. There is strong evidence that teenagers whose favourite television or movie stars smoke on-screen are more likely to start smoking.[1, 2, 3, 4]

Canada Tobacco Act But tobacco advertising directed at youth is illegal in Canada. Right? Well, sort of. The Canada Tobacco Act prohibits advertising on television and in movie theatres. In fact, the Act prohibits any tobacco advertising directed at youth. It also says that tobacco companies can't promote their product "by associating it with glamour, recreation, excitement, vitality, risk, or daring."

However, the Act doesn't regulate the depiction of smoking in films and on television shows—even those that appeal to youth. The Act says that tobacco companies may promote their products only in places where young people aren't permitted by law, such as bars or taverns. But the definition of promotion doesn't include showing smoking in movies or on television shows, as long as tobacco companies don't pay for the exposure.

The Act also prohibits celebrity endorsements. But movies, like commercials once did, associate smoking with celebrities.[5] Although it is the television or film character that is smoking, the audience does not necessarily separate the performer from the performance. Movies and other art forms are excluded from the Act, so this kind of indirect endorsement is permitted.

Smoking in movies is increasing Approximately one in five adult North Americans smokes, so it makes sense that some movie and television characters would smoke. The problem is that the rate of smoking in movies far exceeds that in the real world.[6] And despite restrictions on advertising and a reduction in smoking rates, smoking on television and in movies is increasing.[7]

Popular Hollywood movies are giving teens the false impression that it is normal to smoke.

Effect on youth There is strong evidence that the frequent portrayal of smoking in movies increases adolescent smoking.[1, 4] Both Health Canada and the U.S. Centers for Disease Control and Prevention have identified smoking in the movies as an important factor encouraging teen smoking.

Movies, like advertising, associate smoking with celebrities and depict smoking as an attractive behaviour. Smoking is often associated with characteristics many youth find appealing, such as toughness, sexiness, and rebelliousness.[11] Films rarely depict the negative health consequences of smoking or public concerns about secondhand smoke.[12] And marketing research shows that adolescents are more likely to report positive attitudes toward smoking after seeing smoking portrayed in movies.[12]

In effect, depictions of smoking on television and in the movies function as a form of lifestyle advertising that promotes smoking as a normal and attractive behaviour.

Furthermore, exposure to smoking is almost universal. According to Statistics Canada, the typical adolescent spends two to three hours per day watching TV and films, making it nearly impossible to avoid exposure to images of people smoking.

So next time you see one of your favourite television or movie characters light up, think about it. Harmless? Or the "monkey see, monkey do" principle at work?

- The frequency of smoking in top-grossing movies in the U.S. has doubled since 1990.[1]
- Smoking in movies has returned to levels not seen since the 1950s, when smoking was nearly twice as prevalent in reality as it is today.[4]
- During the 1990s, nine out of 10 Hollywood films showed characters smoking; 28% of films showed cigarette brand logos.[4]
- Major movie characters are about three times more likely to smoke than people in real life.[3]
- In a recent review of 81 G-rated animated films, 35 films (43%) showed tobacco use with a mean exposure of 2.1 minutes per film.[10]
- Youth who watch five or more hours of TV per day are six times more likely to begin smoking cigarettes than youth who watch fewer than two hours per day.[3]
- Non-smoking teens whose favourite stars frequently smoke on screen are 16 times more likely to have positive attitudes towards smoking.[4]
- According to one study, smoking in the movies is responsible for causing 52% of teen smokers to start smoking.[4]

[1] J. D. Sargent, M. L. Beach, M. A. Dalton, L. A. Mott, J. J. Tickle, M. B. Ahrens, et al. (2001). Effect of Seeing Tobacco Use in Films on Trying Smoking Among Adolescents: Cross Sectional Study. *British Medical Journal, 323*(7326), 1-6.

[2] J. J. Tickle, J. D. Sargent, M. A. Dalton, M. L. Beach, & T. F. Heatherton. (2001). Favourite Movie Stars, Their Tobacco Use in Contemporary Movies, and Its Association with Adolescent Smoking. *Tobacco Control, 10*(1), 16-22.

[3] P. P. Gidwani, A. M. Sobol, W. DeJong, J. M. Perrin, & S. L. Gortmaker. (2002). Television Viewing and Initiation of Smoking Among Youth. *Pediatrics, 110*(3), 505-508.

[4] M. A. Dalton, J. D. Sargent, M. L. Beach, L. Titus-Ernstoff, J. J. Gibson, M. B. Ahrens, et al. (2003). Effect of Viewing Smoking in Movies on Adolescent Smoking Initiation: A Cohort Study. *The Lancet, 362*(9380). Retrieved January 15, 2004 from http://image.thelancet.com/extras/03art1353web.pdf

[5] M. Basil. (1997). The Danger of Cigarette "Special Placements" in Film and Television. *Health Communication, 9*, 190-198.

[6] S. A. Glantz, K. W. Kacirk, & C. McCulloch. (2004). Back to the Future: Smoking in Movies in 2002 Compared with 1950 Levels. *American Journal of Public Health, 94*(2), 261-263.

[7] K. W. Kacirk & S. A. Glantz. (2001). Smoking in Movies in 2001 Exceeded Rates in the 1960s [Letter to the editor]. *Tobacco Control, 10*, 397-98.

[8] S. A. Glantz. (2004). *Smoke Free Movies*. Retrieved March 30, 2004 from www.smokefreemovies.ucsf.edu/problem/moviessell.html

[9] T. F. Stockwell & S. A. Glantz. (1997). Tobacco Use Is Increasing in Popular Films. *Tobacco Control, 6*(4), 282-284.

[10] K. M. Thompson & F. Yokota. (2001). Depiction of Alcohol, Tobacco and Other Substances in G-Rated Animated Feature Films. *Pediatrics, 107*(6), 1369-1374.

[11] M. A. Dalton, J. J. Tickle, J. D. Sargent, M. L. Beach, M. B. Ahrens, & T. F. Heatherton. (2002). The Incidence and Context of Tobacco Use in Popular Movies from 1988 to 1997. *American Journal of Preventative Medicine, 24*(5), 516-23.

[12] C. Pechmann & C. F. Shih. (1999). Smoking Scenes in Movies and Antismoking Advertisements Before Movies: Effects on Youth. *Journal of Marketing, 63*, 1-13.

The Alberta Young Adult Tobacco Reduction Strategy

By Becky Freeman

THE 18-TO-24 AGE GROUP is a key target of the Alberta Tobacco Reduction Strategy (ATRS) for 2004/2005. Early trend data from the Canadian Tobacco Use Monitoring Survey (January through June 2003) indicates that this age group has the highest prevalence of smoking in Alberta. This may be partly because this group has been largely ignored as a specific target age for tobacco reduction interventions while simultaneously being targeted by tobacco companies. The influence of parents and school authorities wanes at this age, and there is a corresponding increase in stress and uncertainty. Furthermore, young adults place a high value on social activities and group bonding.

Effective intervention must consider the following:

- This age group is not homogeneous: there seem to be differences in tobacco use between the working, unemployed, and student populations.
- There appears to be a population of smokers who begin smoking after age 18.
- Tobacco industry promotional activities target this age group, particularly through bar promotions, concerts, contests, and direct mail promotional materials. Outside of the tobacco reduction field, there is little awareness of the effect the tobacco industry has on the glamourization and normalization of tobacco use.
- There is a high level of environmental tobacco smoke exposure in young adult workplaces, such as restaurants, bars, and hotels.

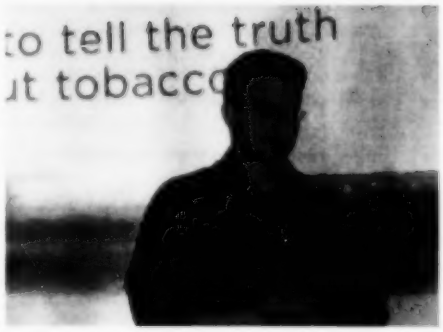
The 2002 Canadian Tobacco Use Monitoring Survey (CTUMS) reported an increase in the smoking rate among young Alberta women. One third of women aged 20 to 24 are current smokers. While the smoking rate for young Alberta males aged 20 to 24 has decreased to 26% from 39% in 2001, it is still higher than the average smoking rate for the population as a whole. Gender-specific initiatives for this age group are warranted. Early 2003 CTUMS data shows the Alberta smoking rate for young adults aged 20 to 24 years (36%) to be higher than the national average (30%).

In response to these alarming statistics and environmental challenges, AADAC launched a comprehensive Young Adult Tobacco Reduction Strategy in the fall of 2003. Alberta is the first Canadian province to implement this type of programming.

A highly successful conference titled *Unfiltered: The Truth About Tobacco on Campus* was held on March 24, 2004 for Alberta post-secondary students interested in implementing tobacco reduction activities on their campuses. The conference featured guest speakers to raise awareness of tobacco industry marketing tactics, increase tobacco advocacy on Alberta university and college campuses and lower tobacco use among young adults.

In addition to the conference, 15 community projects that specifically target 18- to 24-year-old Albertans have been funded across Alberta. These projects range from mobilizing young hospitality sector workers to influencing smoking policy on campuses. The projects will run for 12 months, ending in December 2004, after which they will be evaluated. Results of the evaluation of the projects and strategy as a whole will be used to build on successes and increase effectiveness of future programs.

Becky Freeman, director of Action on Smoking and Health in New Zealand, was previously a program consultant with AADAC.



AADAC
Alberta Alcohol and Drug Abuse Commission
An Agency of the Government of Alberta

Developments
Canadian Publications Mail
Product Sales Agreement
No. 40062405
Return Undeliverable
Canadian Address
AADAC
Suite 200, 10909 Jasper Ave
Edmonton, AB T5J 3M9

VISION

A healthy society that is free from the harmful effects of alcohol, other drugs and gambling

MISSION

Making a difference in people's lives by assisting Albertans to achieve freedom from the harmful effects of alcohol, other drugs and gambling

VALUES

We value people, treat them with respect and believe in their ability to succeed.

We value individuals, families and communities as partners in addressing addiction problems.

We value staff and their knowledge, skills, creativity, initiative, and expertise.

We value service delivery that is grounded in research and experience.

THE PURPOSE OF DEVELOPMENTS

To enhance allied professionals' knowledge and understanding of addictions issues. **Developments** is published six times a year and is circulated to 16,000 readers worldwide. Copyright© 2004 by AADAC. The opinions expressed by individual authors do not necessarily reflect those of the Alberta Alcohol and Drug Abuse Commission.

ADVISORY BOARD

Carol Johns, Edmonton; Terry Lind, Edmonton; Sharon Steinhauer, St. Paul

If you want to advertise a conference, course, or special event that would be of interest to the readers of **Developments**, contact the editor about ad sizes and prices.

EDITOR Deirdre Ah Shene, PHONE 780.422.2798
Deirdre.AhShene@aadac.gov.ab.ca

DESIGN Beata Kurpiński, PHONE 780.422.3006

ISSN 0714-1017

To subscribe to **Developments** at no charge, please complete this form and return to the address below. Your personal information will be used only to send you information related to AADAC. To make any changes (change address, change number of copies, cancel subscription, etc.), we need the subscription number, name and address from your mailing label whether you phone, mail or fax your request. You may use the form below when requesting changes as well.

Please type or print clearly

SUBSCRIPTION NO. NO. OF COPIES REQUESTED

NAME

ORGANIZATION

ADDRESS

POSTAL CODE PHONE NUMBER

SEND TO Resource Agent, AADAC RD
Suite 200, 10909 Jasper Ave, Edmonton, AB T5J 3M9

PHONE 780.422.1000 FAX 780.422.5237
E-MAIL rdm@aadac.gov.ab.ca

RESOURCES

TO ORDER: All resources are available to Albertans through their local AADAC office. Readers outside Alberta can order through AADAC Resource Development, Suite 200, 10909 Jasper Avenue, Edmonton T5J 3M9. TOLL-FREE 1-800-280-9616. FAX 780.422.5237. E-MAIL rdm@aadac.gov.ab.ca.

QUIT SMOKING GUIDE FOR PREGNANT WOMEN

Small Steps Matter: A Guide to Help You Quit Smoking is a self-help booklet that was written to help pregnant women (and those contemplating pregnancy) to quit smoking. The booklet discusses the benefits of quitting for the mother and the baby and helps women prepare to quit by suggesting techniques for changing routines, dealing with negative feelings and withdrawal, and rallying support from others. The booklet includes suggestions about setting a quit date, handling "slips" and contacting AADAC's Smoker's Help Line.

Single copies of *Small Steps Matter* are available free to Albertans from your local AADAC office. The booklet is not available outside of Alberta.

UNFILTERED: THE TRUTH ABOUT TOBACCO ON CAMPUS

This easy-to-use 48-page booklet offers inspiration, ideas and strategies for post-secondary students working towards a tobacco-free campus. It contains concise pieces of information presented in a colourful and entertaining manner. Topics include smoking prevalence among young adults, social smoking, smoking and fertility, workplace regulations, elements of campus tobacco-free policies, action strategies, secondhand smoke, and tobacco industry marketing.

Single copies of "*Unfiltered*" are available free to Albertans from your local AADAC office. For those wishing multiple copies, or those residing outside the province, the booklet can be purchased from AADAC Resource Development for $50.00 per package of 10 plus GST, shipping and handling (contact information below).

2004 TOBACCO BASICS HANDBOOK

Prepared by AADAC's Tobacco Research Unit, the *2004 Tobacco Basics Handbook* is an updated and expanded version of the first Tobacco Basics Handbook, produced in 2002. A new chapter, "Youth and Smoking," has been added to this comprehensive, thoroughly researched source of information regarding smoking rates, health effects of tobacco use, secondhand smoke, spit tobacco, smoking and pregnancy, and the economic costs of tobacco use. The information can be used for presentations to any audience and focuses on data specific to Alberta and Canada. New information on prevalence of tobacco use in Alberta and Canada and attitudes relating to tobacco use was drawn from the 2002 Canadian Tobacco Use Monitoring Survey (CTUMS), and four recent AADAC studies: The Alberta Youth Experience Survey 2002, the 2003 AADAC Public Opinion Survey, and the replication study, Substance Use and Gambling in the Alberta Workplace, 2002.

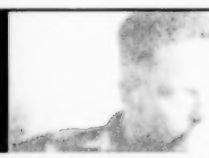
Single copies of the *2004 Tobacco Basics Handbook* are available free to Albertans from your local AADAC office. For those wishing multiple copies, or those residing outside the province, the Handbook can be purchased from AADAC Resource Development for $25.00 plus $7.50 shipping and handling (contact information below) and GST when applicable. The handbook can also be viewed by individual chapter in PDF format at http://tobacco.aadac.com/about_tobacco/tobacco_research/.

MESSAGE TO OUR READERS
Developments to Go Electronic

AADAC is preparing to take Developments to a solely electronic format. Subscriptions will still be available free of charge. For a short period, current subscribers will continue to receive print copies. Please see upcoming issues for further announcements and for instructions on subscribing to the online newsletter. Thank you for your continued support as readers of AADAC's newsletter for addictions counsellors and allied professionals.

Do you have concerns about problems with alcohol, other drugs or gambling?

We can help.



call 1-866-33AADAC
free and confidential 1-866-332-2322

AADAC Alberta Alcohol and Drug Abuse Commission An Agency of the Government of Alberta
INFORMATION • SUPPORT • REFERRAL

www.aadac.com